international data group,incorporated**international data corporation,waltham**cw communications,newton**advanced technology publications,west newton**the conferen ce company,newtonville**idc eur opa,london**idg publishing,ltd london**computerworld publishin g,ltd,london**idc deutschland, munich**computerwoche,gmbh,muni ch**idc japan,tokyo**dempa com puterworld company,tokyo**idc b razil,sao paulo**computerworld do brazil,rio de janerio,sao paulo**idc australia,sydney**australasian computerwo rld,sydney,melbourne**idc france,paris**idg research,ltd,dublin**idg broadcast gr oup**international data group,world headquarters:60 austin street,newton,ma 02160

The Monday Morning Report Vol.9, No. 34 Monday, August 27, 1979

AUG 28 1979

SPOTLIGHT REPORT FROM: IDC's DATA FILE GANG

IDC photo by Tom Gorenflo

Back Row: Angie Anganis, Cindy Konick. Middle Row: Susan MacFarlane, Jenny Byers, Mike Zeis, Casey McElroy, Shari Glassman, Donna MacDonald. Front: Joanne Cavanagh, Don Gellenthien.

**The Data File Department obtains information about worldwide computer installations. Aside from being a top IDC product, the Data File is the cornerstone for much of IDC's research. It is used for census and market projections, and serves as a sampling base for research studies. The task of those working on the file is simple to state: Obtain current information about every computer site in the world.

Increases in staff have enabled the department to become more involved in some fine-tuning projects which have made the Data File and the subfiles better products. The International File is concentrating on improving the quality of the French and Canadian files, a project which will be completed at the end of November. The U.S. File is working to list more than the record 16,000 sites they updated with the last release, and adding more than 2,000 new computer locations to the file. Day-to-day work in the department involves coordinating mailings, coding surveys, and checking the file before release.

- Casey McElroy, manager of Data File operations, has been with IDC for five years now. She started on the phone staff, and it didn't take her long to become the Fearless Leader of the Data File. Her expertise at rearranging the office to fit more and more Data Filers into smaller spaces is well known. Actually, her knowledge of how to run the file is second to none. Casey will be greatly missed when she leaves us in November.

- Angie Anganis is a part-time research aide on the International Data File. Some of her work is making sure new computer locations aren't already on the file. She is developing expertise in deciphering difficult foreign company names. She also helps process special mailings. Her knowledge of computers and peripherals comes from working part-time on the IDC Telephone Field Staff. Before starting at IDC, Angie earned a BA in English from Northeastern, and she's working on an MA in Communications. On weekends Angie relaxes with brush, oil and canvas, painting landscapes.

- As leader of the new leads project, Joanne Cavanagh is the one who makes the Data File grow. She does everything short of following IBM delivery trucks from the plant to the location. Working with huge mailing lists, Joanne and her staff sniff out new locations by comparing brief survey responses with the Data File. Checking to avoid duplications is where sleuthing, precision and, ultimately, quality come into play. The quality of play is important to Joanne. She's the one to see for a movie, theater, or book review. Her interest in graphics has added a new dimension to the interoffice memo - and sometimes they're sent airmail. One of her chief responsibilities is bringing doughnuts from the best bakery in Somerville.

- Don Gellenthien, "The Don", began working at IDC as a part-time phoner during his Bentley College days. More recently Don has assumed additional responsibility as a research manager for Joan Ross's Automated Business Communications (ABC), while continuing on the USDF staff as a research associate. In the midst of two extensive mail campaigns, Don can be found somewhere between the Communications Center and our upstairs office space. Just follow the trail of Box 915 Reply Mail. (No, Don, you didn't get any telephone calls.)

- Shari Glassman has been with the International File since February of this year. She is responsible for the training and coordinating of all work handled by our Australian office. Also, with her expertise in the French language, she has concentrated her efforts updating the French subfile. The quality of the International File has greatly improved with Shari's help.

- Cindy Konick is the latest full-time addition to the New Leads domain of the notorious Data File pack. Posing last update as a part-time "new leads'er", she hounds the Data File lair for full days now, stalking her prey - the ever-reluctant new leads...bringing them back, only to be devoured by the insatiable file.

- Congratulations are in order to Donna MacDonald for becoming the project leader of the International File. Donna is a hard worker and is doing an excellent job. She recently returned from two weeks in Ireland where she was training in coding and Data File activities: drinking Irish beer and other things...

- Susan MacFarlane joined the U.S. Data File this past March, coming to us after five years of experience in market research at Decision Research in Lexington. She has applied her organizational skills to the file efforts, and is our most persistent question-asker, constantly saying "why" in an effort to improve our procedures.

- Mike Zeis joined IDC as part of the phone staff a year ago, and moved into the Data File last January. Mike is well known for his illustrious efforts at finding target computers for the Domestic File, but his semi-regular attendance at Brennan's is no secret either. His target projects will soon be shared with Dot Lanciloti, but the beer and burgers will remain as his own special field.

- Jenny Byers left the Data File in mid-August for greener pastures in Ohio, after a year of dedicated service.

- New additions to the Data File (not pictured) are Dot Lanciloti, who is now working for the Telephone Field Staff, and Mary Rigby.

Next week: The Circulation Department at CW Communications, Inc.

CW Communications, Inc.

**It's not for nothing that CBN's Debbie de Peyster is affectionately known as the "Mud Bath Queen."

"Tubby," as she's known by the CBN staff, recently spent some time at a place in Calistoga, California (at the northern end of the famed Napa Valley wine area), called "Dr. Wilkinson's Hot Springs." During her time there, "Tubby" and an unidentified friend from New Hampshire spent their time immersed to their necks in mud - yes, mud. Actually, Debbie claims the mud is volcanic ash that "removes the toxins and poisons from your body."

Debbie claims the experience made a new woman out of her, but her still unidentified friend had different thoughts on the matter (or mudder). "The mud was kind of gritty, and you could feel all those sticks and twigs and pebbles in it and all that gross stuff (after all, folks, it wasn't clean mud), and god only knows what kind of a dirty slob was in there before you were."

Debbie promises to arrange a trip to Dr. Wilkinson's for anyone who wanders out Palo Alto way. She claims it shouldn't be missed. Hm.....

International Data Corporation

**Congratulations to Suzanne Schriger on her new position at IDC! Suzanne has been transferred over to building #2 to work on inquiries and to do research with Ellen Rogers. Her admirers back at building #1 hope she'll still come over for a visit once in a while!

**John Gantz reports that all the red tape is over, and that soon he'll be moving into his recently purchased house in Wayland. The house, to quote John, "is complete with an acre-and-a-half of land bordering a swamp." His next move is a down payment on an insect repellent factory...

**Bon Voyage to Eileen O'Brien, who's cruising down to Bermuda at this very moment. To wish her the best of luck on this vacation (you remember her trip to Budapest!) some of the staff gave her a little going away party last Friday - complete with champagne! Just the way for Eileen to start a vacation...

**Filling in for Eileen while she's on vacation will be none other than Judy Kramer. Judy, as you old-timers will remember, was with IDC up until the birth of her second child about two years ago. Welcome back, Judy!

Computerworld Softballers Finish Season in Second; Enter Playoffs Plagued by Injury

With a stunning victory over first-place EG&G, the CW softball team slid into second place in their league in the final game of the year.

The 9-2 score featured a home run by Dave Workman, and "psyched-up" defensive play by Scott Roy, Rich Priante, Joe Nash, Bob Wescott, Steve Milmore, Doug Hersey, Dave Needle and others, as well as excellent pitching by "Smoke" Walker and "Slimy" Segal, according to Coach Tom Monahan.

In the bad news, Coach Monahan and Scott Roy will be on vacation during the playoffs, and star first-baseman Hank Fling pulled his groin during practice, which we are told will put him out of commission for a while.

When called for an interview, Hank said, "I'd like to talk, but I have to get to Framingham."

The Conference Company

**Tom Casalegno and Dave Dolber have just returned from a week on the road in Florida...mission accomplished. They had a score of meetings lined up with important computer industry leaders to unveil the new approach for our EXPO '80 tour, "Computer & Office Systems Expo '80"; and to re-emphasize the importance of The Conference Company's national communications show, "Communication Networks '80; and of course to introduce our new encounter with the stand-alone show, "Mountain States Computer & Office Systems Expo".

**Tom Casalegno and Dottie Travis will "blitz" Denver very soon with sole emphasis on the "Mountain States Show".

Meanwhile, back at the ranch, Margaret Vespa gets ready for the bombardment of "Get this letter out NOW..."This just can't wait".

Patrick, Jr. has been helping out at The Conference Company, assisting Margaret Vespa with various activities, completing a mailing project for Dave Dolber, and generally lending a hand to acquire new sales leads for the Denver show. Thanks, Pat - we'll miss you when you go back to school!

**Softball News - In the big softball game last week, the IDC Clods once again defeated their neighbors down the street - another group of IDCers calling themselves Interactive Data Corporation. A seven-run barrage in one inning put the game out of reach, bringing pitcher Dave Terrie his first win ever as a Clod hurler. The big plays of the game were an unassisted double play by Chairman Pat McGovern, and the torrid hitting of Dan Famosi - nearly hitting for the cycle with a home run, double, and triple. Final score was 11-7.

BUSINESS WRITER/JOURNALIST

...preferably with an art-science split personality to work on executive newsletters and reports on the computer and communications industries. Analytical ability required; writing skills essential; appreciation of these industries more important than nitty-gritty technical knowledge. Some experience helpful, but recent college grads considered. Duties entail market research, product reviews, case studies, reporting on major industry events, and analytical writing. Serious applicants send (1) resume and salary requirements, (2) writing sample, and (3) a 100-200 word piece on the collision course of the communications, data, and office processing industries. Sprightly, solid writing looked for; understanding more essential than details. Contact John Gantz or Jim Peacock at IDC....890-3700.

Telephone Interviewers

There are two part-time openings on the IDC Telephone Field Staff. The position mainly involves interviewing data processing managers across the country to update information in the U.S. Computer Installation Data File. Anyone who is interested can contact Lynn Feinman at IDC.... 890-3700 (Extension 166).

THOUGHT FOR THE WEEK...

Take Time To Be Friendly.....
It is the road to happiness.

international data group,incorporated**international data corporation,waltham**cw communications,newton**advanced technology publications,west newton**the conference company,newtonville**idc europa,london**idg publishing,ltd london**computerworld publishing,ltd,london**idc deutschland, munich**computerwoche,gmbh,munich**idc japan,tokyo**dempa computerworld company,tokyo**idc brazil,sao paulo**computerworld do brazil,rio de janerio,sao paulo**idc australia,sydney**australasian computerworld,sydney,melbourne**idc france,paris**idg research,ltd,dublin**idg broadcast group**international data group,world headquarters:60 austin street,newton,ma 02160

The Monday Morning Report Vol. 9, No. 35 Monday, September 3, 1979

SPOTLIGHT

REPORT FROM: The CW Communications Circulation Department

With more than 119,000 paying subscribers to take care of, and new ones being added daily, the Circulation Department at CWCI is very busy, as anyone who has spent a few minutes visiting can tell you. According to Vice President Margaret Phelan, her department has two major goals:

- To provide quality circulation to our advertisers.
- To provide superior service and distribution to our readers.

Accomplishing these goals is a large and complex task, including thousands of address changes, record adjustments, new "adds", preparation of records for audit requirements, shipment of copies of Computerworld and Computer Business News by air to different postal "entry points" across the country, constant monitoring of delivery times in key cities, and negotiations with the post office to maintain speedy delivery of our time-value weekly newspaper. (Without efficient circulation our "papers" wouldn't be "news".)

The latest circulation figures for our two fast-growing newspapers:

Computerworld paid	102,000
Computer Business News paid	17,000
Total paid circulation serviced	119,000

Administrative/Customer Services

From left to right:

- Lena Chesmore, Supervisor Documentation Control/Microfilming for both CW and CBN.
- Alice Coronella, Postage Accounts and Postal Forms for 14 Additional Entry Points (CW and CBN).
- Margaret Phelan, Vice President/Circulation - ties it all together.
- Peggy Kelly*, Weekly Print Runs, In-House List Orders, Customer Adjustments and Services.
- Barbara Jeannetti* (Circulation Manager), Computer Requirements, Procedures and Formats, Customer Adjustments and Services.
- Carmella Priante*, Customer Adjustments and Services, Back Issues, Lost Issues, etc.

*Over 100,000 customers.

Computer Business News Order Processing & Data Entry

From left to right:

- Nancy Schultz
- Maureen Burke
- Renee Visconti

Maureen Burke, as Fulfillment Manager, heads up our new publication, Computer Business News. Both Nancy Schultz and Renee Visconti, as subscription account representatives, research and process all order requests against the CBN master file, now at 17,000 paid.

CW and CBN Accounts Receivables

From left to right:

- Marion Pedersen
- Linda McIntyre

Not shown: Anna Griffin, Bea Arsenault

The above people are responsible for processing and batching all circulation mail received for CW and CBN -- approximately 17,000 pieces each month. In addition, they balance and record an average of $260,000 per month in circulation revenues.

CW Order Processing & Data Entry

From left to right:

- Susan Farnkoff....Delaware to Massachusetts
- Cheryl Veduccio...(part-time)
- Ginger Specian....Alaska to Washington, D.C.
- Karen Elliott.....New Mexico to Oregon
- Marilyn Leone.....Pennsylvania to Wyoming
- Donna Whalen.....Sub. Agencies & Foreign
- Susan Achilla.....Fulfillment & Operations Manager
- Nadine Stevenson..Maryland - New Jersey
- Richard Priante...(part-time)

The above people are responsible for all transactions against the CW master file within the region assigned. They research and process all renewals, payments, new orders, and address changes; and handle an average of 20,000 subscriber accounts each.

Not shown in picture: Part-time night shift - Linda Adams, Chris Mitchell, Averie Rosemark, and June Rubino.

The above people do all data input for list compilation on both CW and CBN.

CW Communications, Inc.

**Welcome to our new Geschaftsführer ...CW Publikationen GmbH has appointed a new director, Eckhard Utpadel, who comes to us from a leading German publishing house, Hühtig.

Eckhard will join our German operation on October 1st, and will be here in Boston during the week of October 8th.

International Data Corporation

**Fred Anderson is busy again on another of his multi-client studies; the subject this time will be EDP Contracts. Fred's hoping that his string of "hits" will continue with this report. Based on his past record, it probably will. More "Ideas & Innovations" from the phantom of IDC...

CW - cont'd

**In other international news, Walter Boyd and Bill Murphy will be cutting short their attendance at a Time Management Seminar next week in order to catch a plane for Australia. After Australia, they'll be off to England and Germany in another of those fast around-the-world jaunts that have become common in the company. (Effective time management, don't you think?)

In Germany, Walter and Bill will meet Chairman Pat McGovern at the Systems Show, and then Pat is off to Paris for SICOB, where he will meet Eric Hippeau, who is coming from Brazil as an invited guest of the French government. (There will be a test on this material in next week's MMR, so read carefully!)

**In brief...Marion Kibbee and Jane Desberg spent a day in the Big Apple for the annual Direct Mail Marketing Association List Day...Lee Vidmer has actually moved into her condo in Brookline, while Nancy French still wrestles with the renovations on hers.

CW Softballers Advance to Finals

	1	2	3	4	5	6	7	Final
CW	0	2	7	4	7	2	0	22
EG&G	2	6	5	2	3	0	0	18

Rich Priante led the hitting with a home run, two triples and a single as the CW softball team, despite the loss of its coach and two key players, beat EG&G in a hard-fought pitchers' duel in the first game of their league playoffs. Despite the high score, the game did see-saw back and forth until the last two innings, when CW stopped EG&G from scoring further, as the line score printed above shows. In other game highlights, no females played in either team (for shame); Bob Wescott hit a home run and Hank Fling pulled his groin again, this time on the way to first base (you don't have to score to pull your groin). The finals will be played this week against either In-Stock or Bio Nova at a field yet to be named.

IDC - cont'd

**The big talk around IDC last week was the problem Marina Young was having with her pet tarantula. It seems that Marina and her children are moving to Washington, D.C., and that none of the airlines will transport her "pet" to his new home. Marina will thus drive the little fellow down to Washington herself. The tarantula was despondent early last week and refused to eat despite Marina's efforts. Thankfully, Dave Morin came to the rescue with some semi-alive crickets from the back of his pickup truck, and the tarantula once again took nourishment. More news in the next issue of MMR...

**About telephones - In answer to many inquiries, yes, the telephone company is aware of the noise problem on our lines (IDC 1, IDC 2, CW, TCC and IDG). Part of the confusion stems from the fact that none of the N.E. Bell people have ever seen an Infoswitch, therefore, they are unsure of just where the problem lies. Be assured that everything possible is being done to rectify the situation...

IDEAS + INNOVATIONS, INC.
PART-TIME RESEARCH/SECRETARIAL POSITION

Multi-Client Studies - Contracts/Pricing/Acquisitions/International. Responsibilities: Library Research. Use of Wang Word Processor. Contact Fred Anderson, IDC - 890-3700, X129, or 603-394-7600.

COMPUTER/OFFICE INDUSTRY RESEARCH

We need a person to conduct research, to write reports and to interface with clients. The ideal person will have good analytical and writing ability and have some knowledge of the computer and automated office equipment markets. This is a good opportunity to join a growing company servicing dynamic industries. Send resume and salary requirements to: Joan Ross, IDC - 890-3700.

international data group,incorporated**international data corporation,waltham**cw communications,newton**advanced technology publications,west newton**the conferen ce company,newtonville**idc eur opa,london**idg publishing,ltd london**computerworld publishin g,ltd,london**idc deutschland, munich**computerwoche,gmbh,muni ch**idc japan,tokyo**dempa com puterworld company,tokyo**idc b razil,sao paulo**computerworld do brazil,rio de janerio,sao paulo**idc australia,sydney**australasian computerwo rld,sydney,melbourne**idc france,paris**idg research,ltd,dublin**idg broadcast gr oup**international data group,world headquarters:60 austin street,newton,ma 02160

The Monday Morning Report Vol. 9, No. 29 Monday, July 23, 1979

In two pages this week

SPOTLIGHT :

REPORT FROM: The Money Changers

The staff: (from left to right, front row first) Valerie Browne-Matherly, Grace Polishook, Judy Ferrante, Debbie Soloway. Back row: Mark "Czar" Schultz, Diane Rando, Yvonne Priest, Ted Bloom, Linda Economou, and Bill Murphy.

What they do...

The Financial Group at IDG is where it's at!! It is where the ledgers are kept, the cash is counted and the financial score cards maintained.

All of the accounting for the U.S. companies is handled right out of the backroom at 60 Austin Street; you say this is hard to believe and I don't blame you. Further, all of the financial activities for all of the IDG companies worldwide are coordinated out of this same obscure location.

Continued on the back side

This all sounds well and good, but you are still asking, "What do they do?" Well, the following is a summary of some of the activities:

- All of the accounting work for the U.S. companies including cash receipts, cash disbursements, billing, collections, maintenance of all of the books of original entry, preparation of the monthly profit and loss statements and monthly detailed expense statements, etc.

- Cash management for all IDG companies. This means having the required amount of money in the right places at the right time while making certain that whatever isn't required is invested in order to provide the highest possible yield with the greatest amount of safety.

- Preparing and filing all tax returns required for payroll, corporate income, and sales taxes for all companies - it means individual filings in 10 countries, 22 states within the U.S. and 10 separate government agencies within the federal bureaucracy. It also means dealing with our own auditors, IRS auditors and state auditors as a result of these filings.

- Preparing all of the audit schedules required in connection with the IDG annual report. This requires the consolidation of the operating statements of 18 separate companies reporting in everything from cruzeiros to yen.

- Administration of the profit sharing plan and handling all of the personnel related problems for all of the U.S. based companies. This includes the preparation of the very informative booklets you all received back in March along with all of the other information leaflets relating to all of our employee benefits.

Who they are...

So now you ask, "Who are these miracle workers who can perform all these wondrous tasks?" - well, here they are:

Bill Murphy is the leader of the gang. Bill majored in accounting in undergraduate school and then went to graduate school for a Masters degree in finance. He then spent the next 10 years trying to avoid doing any accounting work because he hates it. To solve his problem he promoted Ted Bloom who loves accounting work.

Ted Bloom started in the mailroom back in 1967 while attending Newton High School. After a while Ted started to believe the company might actually make it so he worked a little harder. After he worked hard enough, Bill Murphy hired him figuring he could give him the work of two people and save a salary...he was right.

Grace Polishook started with Computerworld back in the early days because she was looking for a quiet, steady position. For 6 years we never let Grace know how fast CW was growing for fear she would add people to her staff.

Judy Ferrante started out working for Advanced Technology Publications, Inc. Bill Murphy pirated her away from ATP and later found out ATP was owned by IDG. Judy handles all of the personnel information including the group insurance.

Yvonne Priest handles all of the billings and receivables for Computerworld, which has become a mammoth task. We all try to be nice to Yvonne because her husband is a former world-ranked professional boxer.

Debbie Soloway is our person for all seasons in that she spends time on The Conference Company, IDC, and CW Communications. In fact, she has been known to pay CW bills with IDC checks!

Diane Rando is Yvonne's assistant and she too complains about the ever-increasing number of CW invoices - we tell her that's growth, and she says it's nothing but more work.

Valerie Browne-Matherly handles the IDC books. Val also processes the payroll, so you should all be nice to her.

Last, but not least, we have our trustworthy "leg breakers" in the collection department. Mark "The Czar" Schultz is our Collection Manager, and Linda Economou is his assistant. Mark reached the ultimate in job security when he put on an outstanding performance at last year's Christmas Party.

So, there you have our trustworthy, hard working, faithful group. A testimonial to their productivity lies in the fact that while IDG went from $2 million to $35 million in revenues in 9 years, this trusty little band only added 5 people to cope with this monstrous growth.

The Conference Company

**The Conference Company's Promotion Director, Roseann Tully, is publishing two new information packets this week. First is the Mountain States Computer and Office Systems Expo "Update", which will be a month-by-month report on our Denver show. Another is an in-house "Press Reports" collection, which will be compiled twice weekly. It will highlight the week's news in the computer and trade show industries. If you'd like to be put on the circulation list for either publication, call Roseann at 964-4550.

I.D.G. -- Austin Street

**Grace Polishook from the Accounting Department is off on two weeks vacation. Part of the time will be spent in the Catskills Region of Upstate New York.

THOUGHT FOR THE WEEK

The reward of a thing well done is to have done it.

..... *Ralph Waldo Emerson*

IDC/Los Angeles office

**Word about a new employee in the IDC Los Angeles office...Deborah Kelly has joined the West Coast IDC bureau as a research analyst. She brings to eight the number of people employed in Los Angeles. Prior to IDC, Deborah worked in Pertec's market planning division where she was responsible for CPS accounts and custom research. Welcome aboard!

CW/New Jersey sales office

**We have received word from the New Jersey Computerworld sales office that vacations are big around this time of the year...both Candy Kelly and Debra Rathbone were in Europe (different weeks, though), and Peter Senft is off to Lake Tahoe and San Francisco for a week. The following are the staff in New Jersey: Don Fagan, Peter Senft, Mike Eisenkraft, Arthur Daks, Candy Kelly, and Debra Rathbone.

CW Communications, Inc.

**"Gert" Goldenberg hits 70, believe it or not.... We didn't believe it when someone told us that the head of our billing department was about to be 70 years old (on July 29th), but Gert confirmed it - despite her middle-aged looks, she is really entering her seventh decade! Gert has been with Computerworld since 1971, and for many years was the only person in billing. "I did everything, from tearsheets to tearing apart the bills - as well as creating them, and keeping track of receivables on ledger cards."

In the last few years, Gert's job has changed a great deal with the addition of a full-time person and a computer service bureau. Unlike some of our staff, Gert is pleased with the computer, although it's not without its problems. "With the ledger cards it was much easier to handle problems or questions because the entire billing record was in one place. Now you have to look in several places to gather the information you need." Overall, however, Gert feels the computer has made things more efficient.

Gert takes pride in her contributions to the company's growth over the years, and everyone who has worked with her knows that Gert's contributions are considerable.

Congratulations, Gert, we all should be as young as you are at 70! (And she still hasn't achieved her own parking space.)

**Softball team rolls on...with an eight to four victory over Instock Corporation in a game that featured a home run by Scott Roy. This brings the team's record for the season up to 6 victories, one loss and one tie. Not bad for a team that is more comfortable with beer than balls!

**IDC managed a come-from-behind victory in the big game last week against Interactive Data, despite a torrential rain which cut the contest short. Everybody still enjoyed themselves nonetheless. It was quite a scene: what with all the IDC staff running for cover lugging the softball equipment, beer coolers, etc... Final score: 13-11.

International Data Corporation

**IDC held their annual Red Sox night last Thursday evening. After a cookout in the IDC parking lot, the group of over 95 persons boarded two busses and headed into Boston and Fenway Park. Special thanks are in order for a number of dedicated IDC'ers who helped make this a successful evening. John Duffy handled all of the arrangements (e.g. tickets, busses, etc.). Dave Terrie and George Pardi arranged the cookout and Don Gallenthien acted as cook most of the night. A special thanks to Fred Anderson who donated two tickets to a future Red Sox game as the prize for one of the many contests. John Breyer was the lucky winner of those tickets, with the prediction that the game would end with a 7-2 score and 11 Red Sox hits. Actual score: a great 7-1 victory for Boston with 11 hits! Diane Siegel won a pool with her guess as to when the first home run was to be hit, and Martha Young won in still another pool. Jayne Bell was armed with a pair of high-powered binoculars to watch Red Sox third baseman, Butch Hobson. After some heavy breathing, the glasses became steamed up and Jayne almost missed Butch's home run hit.

After the game, dozens of IDC'ers could be seen walking around near Fenway Park asking, "Where's Landsdown Street?" After searching, most people actually found the busses. Bill Ford commandeered one bus towards the nearest store with beer, and was successful in obtaining liquid refreshments for the trip home. Many remember how the IDC'ers drove around Boston for almost an hour last year, unable to quench the thirsts of the Red Sox goers...

**Congratulations to Jayne Bell, recently promoted to a new position in the publications department. Jayne will become the stateside editor of the Japan Report, in addition to working on promotions for all the IDC newsletters. Good luck, Jayne...

**Congratulations are also in order for Karen English, who's moving over from the research department to fill the position vacated by Jayne. You have a big pair of shoes to fill, Karen! Everybody wishes you luck in your new job...

Jean,
FY I found this is 1978-79 newsletters
Nancy

The following is the song HERE AT IDG written and sung by Mark Schultz, IDG's Credit Manager, at the IDG Christmas Party.

HERE AT I.D.G.

1) My name is Pat McGovern, I'm the Chairman of the place
I'm always by a telephone, there's one in my suitcase.
My office is the airport of wherever I might be,
Buying-up everything in sight for us at IDG.

2) We've got ATP and IDC and CBN and more,
With CW, TCC, and MMR galore.
I've got this thing for letters as most of you can see,
And I won't rest 'til all of them are part of IDG.

CHORUS: Here at IDG, Here at IDG,
What's good enough for the other folks,
Ain't near good enough for us.

3) Well, we've got William Murphy, he's the keeper of the strings,
For pencils, pens, and paychecks, and all those other things.
Don't talk to him of raises or trivialities,
But if it's sports you want to talk, then he's the man to see.

4) Ted is our Controller, there's a whip upon his wall.
He claims to play the game of golf, but he still can't find his ball.
But he takes care of our audits and we think he's doing fine,
And I've heard that his last golf score looked just like our bottom line.

CHORUS

5) And then there's good old Walter, CW is his game,
But with all that's happening lately, it's amazing he's still sane.
NBC wants to do us on t.v., but about the show's name we've put up quite a fight!
They want: 'Tunrkey Terminal Comedy Hour' or even 'Random Bytes Tonight'.

6) Then there's John from IDC, where the office space is tight,
And they've been known to christen trailers, and drink all the beer in sight.
As IDC keeps growing you can hear the brewries cheer,
'cause they see windfall profits, for at least the next ten years.

CHORUS

7) When the focus turns to lasers, we turn to ATP,
Who follow all the laser news with pinpoint accuracy.
Fiber-Optics, Spectra-Physics, I can't begin to understand,
But I'm not going to worry about it, 'cause it's all in Howard's hands.

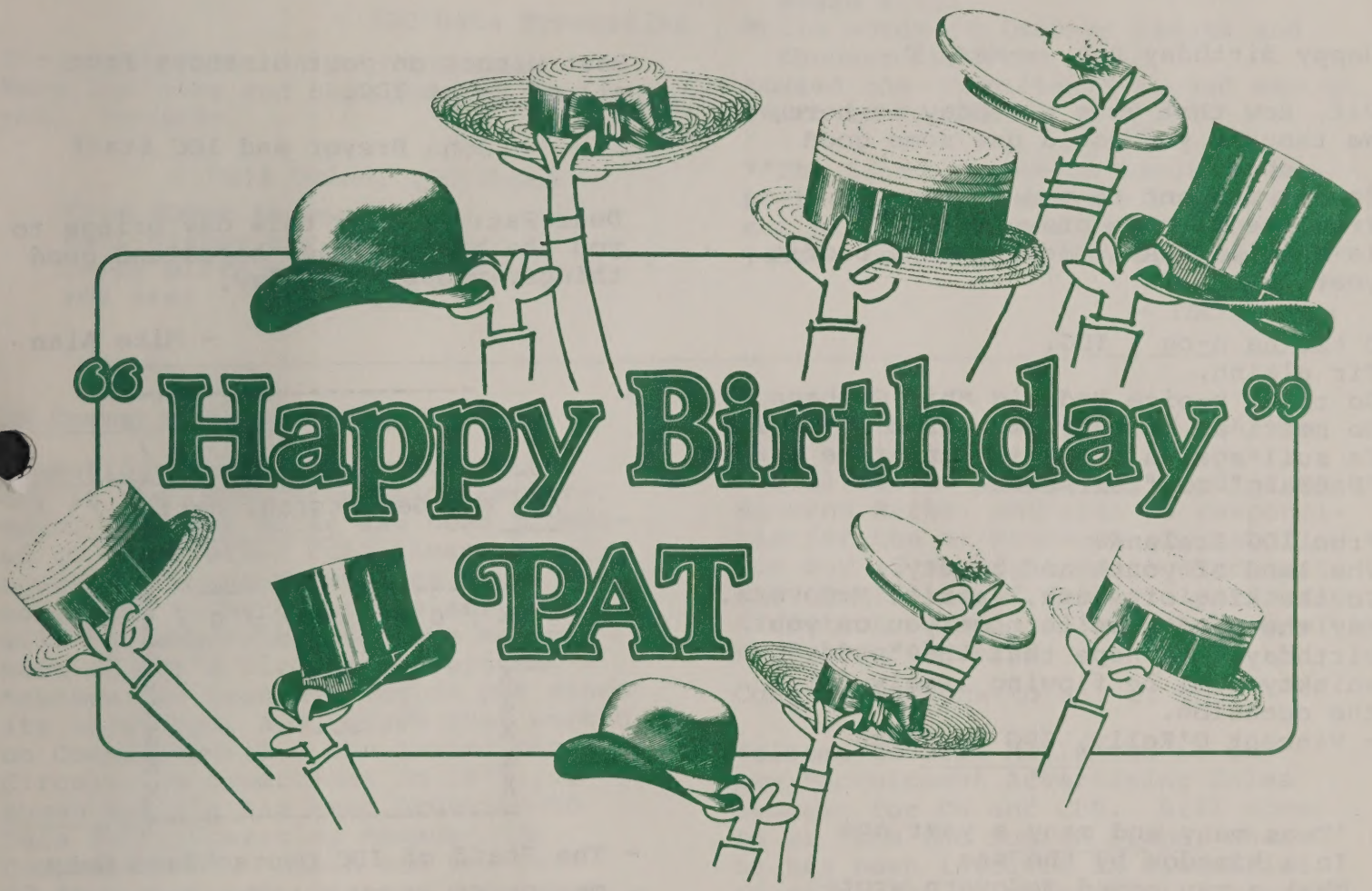
8) Let's not forget the Caravan, who span the country wide,
With Leo, Margaret, Dave, and Lyn, they say it's no joy ride.
The Camel stops at all the dives, and dumps, and joints around,
Until Leo, Margaret, Dave, and Lyn, have drained each bar in town.

CHORUS

9) There it is folks, "NEWS YOU CAN USE", and I'm your humble Czar,
Who if he writes more songs like this one won't get very far.
Now it's back to my rubber room, to see what I can see,
And count up all the friends I've lost, HERE AT IDG!

international data group,incorporated**international data corporation,waltham**cw communications,newton**advanced technology publications,west newton**the conferen ce company,newtonville**idc eur opa,london**idg publishing,ltd london**computerworld publishin g,ltd,london**idc deutschland, m ich**computerwoche,gmbh,muni ch**idc japan,tokyo**dempa com puterworld company,tokyo**idc b razil,sao paulo**computerworld do brazil,rio de janerio,sao paulo**idc australia,sydney**australasian computerwo rld,sydney,melbourne**idc france,paris**idg research,ltd,dublin**idg broadcast gr oup**international data group,world headquarters:60 austin street,newton,ma 02160

The Monday Morning Report Vol. 9, No. 31 Monday, August 6, 1979



Natalis Felicitas ad magisterum.

We have taken the occasion of Pat's birthday (XLII) to suggest a new publication to the Chairman - Roman Computerworld.

Now that we have outposts in Australia, Germany, Grazil, Argentina, Chile, China, the Far East, France, Italy, the United Kingdom, and Japan (did we miss any? - Hungary?), it's time to publish a truly global paper, in the only real international language, Latin.

After all, doesn't "Noster Magister" have much more class than "our chairman"? And, in what other language could we promote Pat beyond Chairman - to "princeps" or "imperator"?

And think of IDC's research reports - how much more class they could

have in Latin! Everyone knows that companies pay more for research if they can't understand it. IDC will get rich.

In addition, we'd get to change the name of the organization. Doesn't "Intergentium Data Globus" have a certain panache?

We've come a long way since the days when the entire staff could fit in the closet at the gray house and have room for a poker table to boot, and Pat deserves a lot of credit for what he's accomplished... So, from all of us in every company, subsidiary, affiliate, associate, or division office around the world, a very large and warm "HAPPY BIRTHDAY" to our Chairman.

Happy Birthday Pat --Mary T.

Pat, now that your birthday is here,
We thought you could use some good
cheer,
So our present to you
From the Caravan crew
Is-- we'll REALLY make this a profit
year!!

O tir na n-og i IDG,
Tir alainn,
Go ri na n-oige Padraig Mhic Ghubann -
Go neiri an bothair leat ar d la breite,
Ta suil againn go mbeidh an uisce beatha
"Padraig" go fluirseach.

From IDG Ireland:
The land of youth and beauty,
To the king of youth, Patrick McGovern.
May the road rise to meet you on your birthday. We hope that the "paddy" whiskey will be flowing freely for the occasion.
- Vincent O'Kelly, IDG Research

'Twas many and many a year ago
In a kingdom by the sea
That a man named McGovern wrote
in the sand
Three letters -- IDG

And now 'tis time for all we folks
To toast the day he was born
And thank God he published computer
books
Instead of publishing porn!

- The Money Changers

Best wishes for a happy and healthy birthday this year and the years to follow.

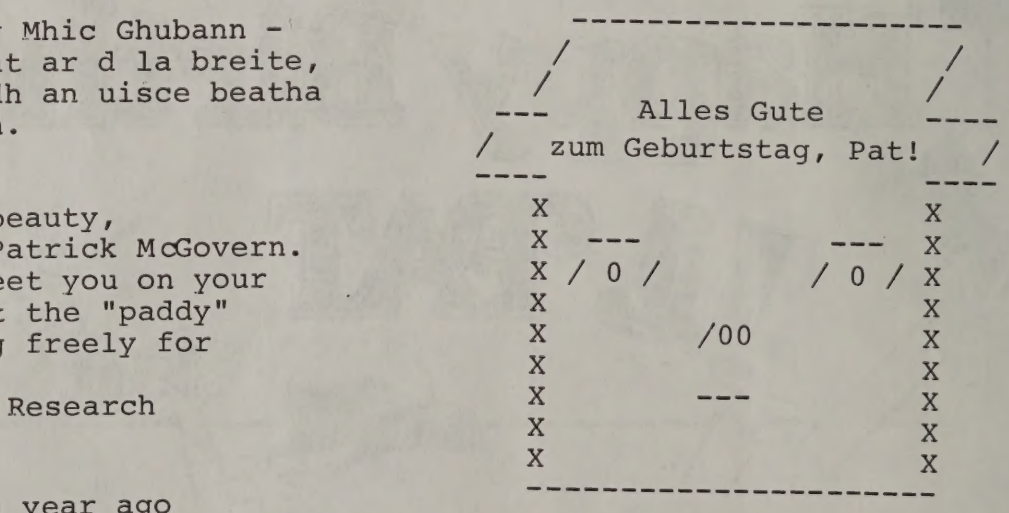
- The IDC Eastern Region
Joe, Walter, Nadine, and Nan

Best wishes on your birthday from all of us at IDC.

- John Breyer and IDC Staff

Dear Pat: I hope this day brings to you the birth of new hopes and good things. Happy Birthday.

- Mike Alan



- The Staff of IDC Deutschland GmbH
- The Staff of CW Publikationen GmbH
(Computerwoche/CW Team)

Kangaroos and a didgeridoo
Would be presents we'd send to you
Because crikey with us you rate
And also you're a real beaut mate
Who inspires us to give it a go
So if a year older, please don't
go slow
It'll be tins of fosseys to celebrate
your birthday and to congratulate.

- Best Wishes from the Team Down Under

Best Wishes, both personally and professionally --P-K4

Dear Pat: If you were in Rio, we'd celebrate with a feijoada, jugs of caipirinha and, of course, the girl from Ipanema. We'll keep this for our next visit to the land of samba. The CW/Brazil staff joins us in wishing you a Boa Aniversario.

- The Boys from Brazil

Our megabytes of best wishes wouldn't get by the editor, so we enlisted help from our heavyweight computer. In its simplest form therefore, we wish you 1.

- IDC Data Processing

Congratulations on your birthday. Many business and bugs returns to you. Regards.

- Yuji Ogino, IDC/Japan

From coast to coast
Best wishes for a most,
Happy Birthday -- where ever
you are! -IDG

A Message to the Chairman
For there is good news yet to hear
And fine things to be seen
Before you get to Waltham
By way of Turnham Green*.
(With apologies to Oliver Goldsmith)

*The IDC London office is based in Turnham Green.

A Tribute to the Chairman
In arguing the Chairman owned his skill
For e'en though vanquished he could argue still
While words of learned length and thunder in sound
Amazed the consultants ranged around.
(With apologies to _____)**

**The first person to identify the poet concerned receives a free subscription to Europa Report for one year - courtesy of Jim Bonnett.

- IDC Europa

CW Communications, Inc.

Promotions...are the order of the day in the CWCI Circulation Department. Maureen Burke has been promoted to Circulation Fulfillment Manager for Computer Business News, according to Margaret Phelan, and will be responsible for the management of CBN's circulation system. Maureen has been working on CBN since its inception, and before that worked on Computerworld. She joined the Circulation Department in 1977.... Susan Achilla has been promoted to Data Entry/Operation Manager for Computerworld. Susan and her crew of five, research, process and input all order transactions for our 100,000 plus paid subscribers using the Inforex 5000 system and data transmissions to Chicago. Susan has been with CWCI since November, 1975. Lena Chesmore is our new Documentation Control Supervisor for both Computerworld and Computer Business News. Her duties include the validation of all records received from the data entry department and the logging and microfilming of thousands of pieces of paper, all of which must be retrievable for the Audit Bureau of Circulations and Haskins and Sells yearly audits....And Alice Coronella has been promoted to Distribution Coordinator for CW and CBN. Alice will be taking over the various postal duties previously handled by Maureen Burke; she will be responsible for the maintenance of cash flow for our 15 separate postage accounts and the filing of weekly distribution direction forms. Alice has been with us since February.

Congratulations to all of you!

Welcome to Bill Mills who is our new Recruitment Advertising Sales Manager for CW and CBN. Bill comes to us from the Boston Globe, where he has been involved in classified ad sales for 15 years. Bill has his BA from Suffolk University.... Also welcome to Ed Marecki our new Account Manager in the Northeast sales office with Bob Ziegel. Ed has been working on space sales for Processed Prepared Food Magazine. He lives in Barrington, Rhode Island and has been in publishing for over a decade. He's a graduate of Brown University and the Wharton School of Business and Finance.

CORRECTION

Please correct your new CW Communications telephone list as follows:

Peggy Dunn....X171
Ann Baker.....X220

International Data Corporation

The people in the Publications and Data File departments have finally gotten relief. After freezing all winter, they had so far been sweltering this summer. The air conditioner , that had been on the fritz since who knows when, was finally repaired! In fact, nobody here at IDC was aware that a separate air conditioning unit existed for this part of the building; it was hidden away by all the underbrush out in back of IDC!

IDC is making tentative plans to attend a rodeo as a company outing! The rodeo is scheduled for September 6-9 with the group from IDC attending probably on a Thursday evening. For more details contack Mark Schultz if you work at IDG or CW, or George Pardi if you work at IDC.

Happenings around IDC...Eileen O'Brien is bound for "Bermuda or bust"; she'll be cruising down (this time!) for a vacation at the end of this month...Diane Testa was discovered reading an interesting book while filling in at the IDC reception desk--"I Had Wild Jack for a Lover". (recommended heartily by Eileen!)... Al Adams will be off on vacation this week. Al informed the roving reporter that he plans to do nothing but sleep... Nancy Diettrich recently made her first 10 second delay in a free fall parachute jump out at Orange, Mass... The Data File Department received two post cards last week from Donna MacDonald-- working over in the Ireland office.

IDC Eastern Region, Stamford, Conn.

Congratulations are in order for Walter Moore on the closing of three major sales of the corporate planning service a week ago. Walter joined IDC sales in March. Nice going, Walter!!

The Conference Company

NEW WEST COAST CONF. CO. OFFICE
**Dottie Travis, Western Regional Sales Director for the Conference Company, has opened a new West Coast office. Her executive suite is located at:

5535 Balboa Blvd., Suite 217
Encino, CA 91316
(213)-990-1076

Dottie will be marketing the Mountain States Computer and Office Systems Expo (Oct. 11-12), Communications '80 (Jan.28-30, 1980), and the Computer Expo.

I.D.G. - Austin Street

Due to a problem in equipment hook-up, the new Infoswitch telephone system was not installed last Wednesday as expected, but will be operable shortly.

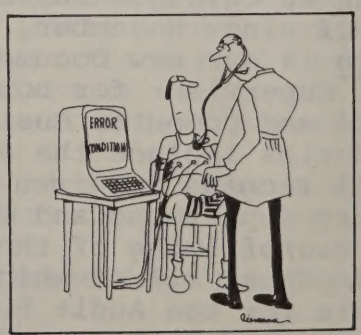
Position Announcements

An editorial position is open in our Australia newspaper operation. Contact either Marion Kibbee (CW) 965-5800, or Alan Power in Australia.

IDC in Waltham in looking for a computer equipment analyst with some experience. For more information contact: Steve Thurston, IDC/Waltham, 890-3700.

A full time, entry level position for a research associate is open at IDC in Waltham. Contact Cathy McElroy, 890-3700.

The Conference Company has an opening for a Mid-western Regional Sales person. Contact Dave Dolber at 964-4550.



'We Seem to Have a Little Problem Somewhere.'

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The Monday Morning Report Vol. 9, No. 32 Monday, August 13, 1979

CW Communications, Inc.

The CW Softball Team played Harcourt Color on Monday and lost 14 to 11. Coach Monahan described it as an ignominious defeat with our team making 22 errors. They rallied on Tuesday for a league game however, trouncing Mass General Life 5 to 1. Hank Fling was injured when a 500 lb. player keened into his left elbow. Hank fell writhing to the ground but made a gallant effort when he came up to bat and hit a double. The stoic Fling is nursing his cruelly bruised elbow with no complaint — such is the stuff of CW heroes.

CBN is looking better and better as John F.X. Drohan is getting into his stride as executive editor. Each issue is better than the last and plans are being made for a editorial planning meeting in the Fall. Former editor Dave Gardner is getting organized to write his book and is still lending a hand as contributing editor. The CBN editorial staff is rivaling the CW staff in getting material in under deadline — maybe they'll even find time soon to get a reporter for the M.M.R.!

CW salesmen will gather next week for their fall sales meeting at the Colonial Hilton in Wakefield. The week-long meeting will cover successful sales techniques, meetings with some of the international people, work on sales territory projections, sales strategy and updates from CW department heads and VPs.

Work on the new CW Communications building in Framingham is coming along. Pictured below is one section of the building cleared and ready for the ventilation ducts, carpeting, and new partitions that will be put up.

CW photo by Ann Dooley.

International Data Corporation

**The Data File said goodbye to Jenny Byers last week - she's leaving for a job in the family business out in Ohio...

**The annual Data File outing is set for this Tuesday, August 14. The whole department, including the telephone research staff, is heading down to Falmouth for a clambake and lots of booze...

**John Gantz reports that there are tentative plans for a new publication in the fall on the "Automated Office"...

**IDC held its annual picnic at Lake Cochituate State Park last week, and a great time was had by all; there was plenty of beer and food for everybody. In the great softball challenge, Building #1 continued its dominance over Building #2 with a come-from-behind victory in extra innings. Final score was 14-13. Congratulations to Dave Cullen and Dan Famosi on a great job of organizing the picnic...

**Mary Trayte should be back in town as this edition of MMR appears; she's been on a brief trip to Washington, D.C., to visit her niece. Mary will undoubtedly have a few interesting stories to tell about her trip; she always does, it seems!

**Plans for an IDC night at the rodeo have fallen through, due to lack of interest. For those people at IDG or CW who are interested in attending, the IDC roving reporter has all the details on how to order tickets ...call him at Extension 135...

**Many people are probably wondering about the telephone system which was scheduled to go into effect last week. Well, the news is not good - apparently New England Telephone has been unable to supply certain parts to hook up the computer. Consequently, it will be at least a few more days before things come together.

**There will be another IDC (our company) vs. IDC (Interactive Data) softball showdown. This game is planned for Monday, August 20, at 6pm at the Burr School in Newton. Everybody is invited.

The Conference Company

LOOK OUT, DENVER.....Here comes The Conference Company!.....
armed with ads galore to promote the MOUNTAIN STATES COMPUTER & OFFICE SYSTEMS EXPO '79. The bombardment is under way to hit the Denver Vendor with an irresistible marketing vehicle. CW is a prime hit with 6 ads planned starting August 13; The Denver Post, 4 ads scheduled; Modern Office Procedures will run our ad in September.

DOTTIE TRAVIS is in the midst of calling on key accounts and has found little resistance in signing up some computer industry "biggies" for exhibit space along with DAVE DOLBER who is busy contacting his entourage of prospects east of Colorado by mail...by phone ...by see. BILL LEITCH has been beating the drums to line up important speakers for his impressive conference program. Great results so far with a good representation from industry leaders. LYN COLLINS has contractors in hand to create a logistical dream for all concerned. ROSEANN TULLY is coming up with new and intriguing ways to say how great our show will be. The first newsletter to vendors was released last week. MARGARET VESPA is at the command post with her cheery "GOOD MORNING" for the information-seekers responding to our ads. LOUISE MYEROW gets the mail out on time and keeps our prospect lists up to date. TOM CASALEGNO is again at the "helm", his expertise helping every phase of our operation. Lastly, but of course, not leastly, is JUDIE McDAID working with everyone to make our victory dream a reality. ON WITH THE SHOW...THIS IS IT!

IDG Publishing, London

Carter's jogged in Korea and there's been an awful lot of ping-pong diplomacy in Peking - but the thought of softball replacing cricket in Britain is, apparently, taking things just too far.

It looks as though copies of the Monday Morning Report have actually been getting through to Buckingham Palace - with His Royal Highness Prince Philip, the Duke of Edinburgh, noting the quickening interest of Export Direction editor, John Lawless, in all things oddball and softball.

The July 3 issue of Britain's biggest evening paper, the London Evening News, carried the following banner headline: LAWLESS BRITAIN, BY PHILIP.

And the first paragraph lashed out thus: Prince Philip spoke today of "the avalanche of lawlessness threatening to engulf our civilisation".

Some people mistakenly took him to be referring to crime statistics. But, as informed sources quickly pointed out, "to any decent Englishman, 'our civilisation' is cricket".

A further clue came in the caption to Prince Philip's picture, which referred to "sobering figures" - an obvious reference to beercans in softball, and the scene at CW the morning after a match.

Lawless is well-known to the Duke - being the only journalist ever to interview him twice at Buckingham Palace. However, in a cunning double ploy, Export Direction is actually managing to get deputy editor, Tony Bush, into the Oval Office - as the Daily Telegraph headline "Bush to Stand in Poll for President" shows.

There'll be cricket in Carterville yet!

THOUGHT FOR THE WEEK

Take Time to Read.....
It is the fountain of wisdom

I.D.G. -- Austin Street

IDG photo by Bill Leitch.

IDG and the Conference Company held their annual cook-out last week at Bill Leitch's house in Newtonville. Pictured above are Judie McDaid (the Master Chef for the event) and Roseann Tully (looking on and doubting Judie's cooking ability). Below is part of the Austin Street gang actively involved in a croquet game. The three players in the foreground are (from l to r): Linda Economou and Mark Schultz (both from the IDG Credit Department) and Maureen Waters (who works on the Communication Networks show).

A great time was had by all and a round of applause and thanks are due to Bill Leitch and his wife Betsy for the fine job they did.

IDG photo by Bill Leitch.

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The Monday Morning Report Vol. 9, Nr. 27 Monday, July 9, 1979

CW Communications, Inc.

Pat gets plaque, (but his dentist doesn't mind). Walter Boyd presents an award from the Computerworld staff to Pat to celebrate the attainment of 100,000 paid circulation. The headline reads: "100,000 THE HARD WAY." The rest of the plaque shows Computerworld's circulation growth record through the years.....Paid circulation is the hard way to grow in the business publication field, which is why most publishers use free circulation.

Personal notes...Goodby to Bobbi Croce, who has left for a DP job at Boston University. According to Cheryl Gelb, Bobbi was "on-call proofreader and role model par excellence (typo trapper, artist, Newton city activist, wife and mother of three)". Her non-repro-blue pencil has been passed on to Betsy Morse, sister of former CW copy editor Gail Morse Cohen.....

Congratulation to Lee Vidmer and Nancy French both of whom have purchased condominiums in Brookline in the last couple of weeks. Nancy was so taken by the experience she immediately left for vacation in Europe...Donovan White, meanwhile, was out shopping in the western suburbs and came up with a house in Sudbury. We are told that there were more horses in Sudbury than people in the supermarket on Saturday night. What?????

Denise Petski arrived in Aspen safely and will take part in the prestigious music school there, as we reported before...John Whitmarsh's family has moved here from Chicago to join him. We guarantee them a better winter than they had last year...And finally, Elissa Mintz will be spending the last two weeks of July hitchhiking and folk dancing through Israel. Fortunately, Israel is only about as big as Connecticut, so she won't have too much trouble covering it in two weeks.

International Data Corporation

**IDC welcomed Inge Thorgessen, our new person in Australia, to the Waltham office last week. Inge will be training for two weeks before she heads off to Australia to begin her duties there...

**Also visiting last week was Vince O'Kelly from the Dublin office...

**Speaking of Ireland, Donna McDonald, of the International File, will be flying over to Dublin to help train our staff over there. Donna will be leaving on Friday the 13th, of all days! In more news about Ireland, Chris Smith of the telephone research department has recently returned from a two week vacation in the land of green. Chris reports that she kissed the Blarney Stone, among other things...

**In softball news--IDC Clod's winning streak continued with a 19-18 victory over Jarrell-Ash at the Burr School in Auburndale. The Clods snatched victory from the jaws of defeat, thanks to a round-tripper by Jeff Hall in the bottom of the ninth inning. Jeff has now become the slugger of the team, having already socked 5 home runs this season...

**Find a home for "Fred" -- Nancy Diettrich is searching for someone to adopt an abandoned cat -- he's one year old and a male -- for more details contact Nancy at extension 158. Meow...

**The IDC roving reporter has it on good authority that the party held at Jayne Bell and Ann Delorie's cottage in Falmouth was quite a wild affair...more details as they become available...

**In related softball news--The IDC Clods announced last week that Mark "Czar" Schultz has been placed on waivers. This decision was made after attempts to trade Schultz met with failure. A few expansion teams now have their eyes on the aging left-fielder, but this question remains: Does Schultz have it anymore?

--CW plays IDC tonight at Burr field in Newton tonight--

This weeks photo is by Peter Segal. (CW)

**If you have ever tried to find "IDC" on Third Avenue in Waltham and were directed to an IDC only to find out that it wasn't the IDC you were looking for?.....Well, things might change next Monday, July 16th when Interactive Data Corporation (IDC) plays International Data Corproation (also IDC) in softball to determine which IDC has the superior athletic ability. Patrick McGovern, Chairman of IDG, received the challenge to the game a few weeks ago from John McElroy, President of Interactive Data Corporation. The game will be held at the Burr School on Pine Street in Newton, starting around 6 pm. Teams will consist of both male and female players. If you don't or can't play but still want a good time, stop by the field and show your support for the real "IDC" of Third Avenue.
(Maps to the field will be posted later this week).

The Conference Company

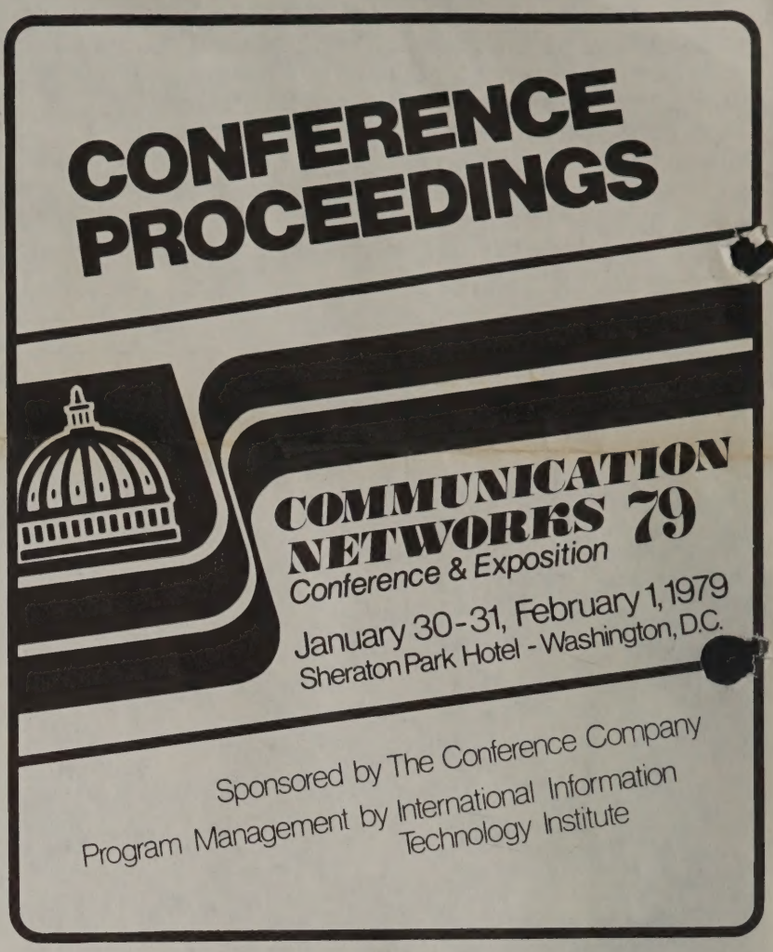
CONGRATULATIONS

to Bill Leitch who has added another title to his list of distinctive credentials: Vice President of The Conference Company. Bill has been Director of Program Development for the Communication Networks show for over a year now, and has also planned numerous IDC conferences r ging from the Automated Business Conference to the Office of Tomorrow. Other achievements include being Executive Director of International Information Technology Institute, which sponsors the Future Systems Forum and Small Systems Power seminars. Bill will also handle the conference aspect of the two upcoming shows: the Gateway Computer and Office Systems Expo and the Mountain States Computer and Office Systems Expo.

The Communication Networks 79 conference proceedings have finally returned from the printer, according to Maureen L. Waters who has been in charge of collecting and printing this 1¼" thick book. The 410 page volume contains most of the speeches given at the January show. Besides the proceedings, Maureen has worked on the Small Systems Powers show as well as assisting Bill Leitch and Pat McGovern. Maureen will be entering her senior year at Bentley College in September.

I.D.G. -- Austin Street

Two Austin Street employees are on vacation...Ann Baker (IDG) spent a week on a schooner cruise and Louise Myerow (TCC) is off to another area of the world: Scandinavia for two weeks of sightseeing.



Congratulations to Alan Power and Jack Costello on the first anniversary of AUSTRALASIAN COMPUTERWORLD. Since the first issue on July 14, 1978, the publication has earned the enthusiastic readership and respect of the computer community in Australia. In spite of the existence of another weekly computer newspaper, AUSTRALASIAN COMPUTERWORLD has been able to gain a 65% share of all data processing products and services advertising within its first year of publication. That's a great tribute to the talents, energy, and effectiveness of the entire team at Computerworld Pty. Ltd. in Crows Nest, NSW, and Melbourne.

Diana LaMuraglia, director of CW's International Marketing and Editorial Service, announced to the Monday Morning Report last week that the service presently covers nine countries on a full-time basis. They are: Argentina, Canada, Chile, People's Republic of China, Hong Kong, Italy, Japan, the Netherlands and Switzerland.

'And Please Don't Let the Computer Break Down Tomorrow.'

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The Monday Morning Report Vol. 9, Nr. 24 The Week of June 18th, 1979

CW Communications, Inc.

I slipped my disk at Studio 54 . . . is what 1300 CWCI guests are saying after spending an exciting evening at our NCC party at the world-famous New York disco. As the pictures show, everyone had a good time, including Chairman Pat and Joe Levy's wife, Carol. The party was very popular, and tickets were at a premium. Now the only question is what do we do for an encore in '80?

In the sports news. . . The CWCI team once again beat the IDC Clods in what Coach Monahan called "...an especially sudsy game". Melinda Walker turned in a sterling 5-hit performance in the 16-6 romp.

Goodbye to Gail Cohen who leaves for Eugene, Oregon where her husband will be pursuing a doctorate degree. Gail says she'll be looking for work out there if anyone knows anyone who has an opening out there.

Wedding bells are ringing for ex-CW staffers, we are told that Esther Surden, formerly of CW Editorial, and Dolores Van Setters of Typesetting have tied their respective knots. Dolores will be returning East to take up residence in Connecticut.

**Congratulations to Ron Evans who has been appointed Associate Publisher of Computer Business News. In his new position Ron will act as the national advertising sales manager for CBN, and also serve as an overall coordinator of operations by helping to plan the operating activities of CBN, consulting with department managers, and monitoring the continued progress of CWCI's newest publication.

Ron was previously the Northern Region Manager for CBN, where he played a prominent role in the recent "Project 90" enhancement plan which resulted in substancial progress for CBN in all areas. Good luck, Ron!

International Data Corporation

**Sometimes it's a bill difficult to keep track of the comings and goings of the IDC staff! Eileen O'Brien is off on another vacation--this time to Disney World. Chris Smith, of the telephone research staff, will be flying to Ireland for a vacation. Tom Gorenflo, of the communications center, is now out of the hospital, and is recuperating at home--hopefully to return in a few weeks. Also, a few more people have joined us recently: Chuck Norris, who will be working for Joan Ross; Holley Shaw, ISPS's newest member; and Carol Sparre, who will be working in the production area for Ann Delorie. Enough already!

**Welcome back to Terry LeBlanc, who has been out sick for awhile...

**Congratulations to Fred Anderson on the birth of his second child several weeks ago--a boy! Both Brian, the new baby, and Martha, Fred's wife, are doing fine...

**Softball News--The IDC Clods finally got on the winning tract last week, crushing Compo Industries 14-4 at Fernald School... Stars of the game were Jeff Hall and John Gantz, with 5 RBI's between them; Dave Cullen, with a solo homerun; and the IDC Roving Reporter, who has 3 RBI's despite some weird base running...

**In business news, IDC has recently had some good coverage in a couple of major publications--June 11 in Industry Week, and June 11 in Business Week. Congratulations to Frank Kline, who is mentioned prominently in the Industry Week article on page 140.

Continued on the back

The Conference Company

**A hearty welcome to Tom Casalegno who joins the Conference Company as President and Chief Operating Officer.

Tom is well known to the staff of the Confernce Company and to many at CW Communications through his previous executive position at Hewlett-Packard where he was in charge of all advertising, public relations, trade shows and market-communications for H-P's Computer Systems Group.

Tom has an outstanding reputation in the computer industry as a very knowledgeable and sophisticated marketing executive. His background and skills should help broaden the base of industry participation in all Conference Company expositions and enhance the efficiency and effectiveness of TCC operations.

Tom has been an active supporter of the TCC programs in the past, and knows the Computer Expo project well as H-P has been a major exhibitor in recent years.

COMMUNICATION NETWORKS 80
Conference & Exposition
January 28-29-30, 1980
Sheraton Washington Hotel
Washington, D.C.

**Communication Networks 1980 first exhibitor briefing was held June 6 at the Essex House in New York City in conjunction with the National Computer Conference. Attendees ranged in size from American Telephone and Telegraph to Telenet on the carrier side, and from Northern Telecom to Norfield Electronics. Signed exhibitors as well as interested prospects were present.

Pat McGovern and Tom Casalegno, President of the Conference Company were also present. So were Dottie Travis and Dave Dolber, respectively Western and Eastern Sales Managers for the Conference Company's Computer Expo series.

Bill Leitch told the group that "Communication Networks was a unique conference experience -- a program which focused attention on user needs for networking and advanced service and hardware to carry out 1980's communication needs." Managements' deep interest in networking was evidenced by the high quality of attendees, and Leitch displayed extensive audience statistics on the conference makeup, as well as specific printout sheets giving a selection of top corporate communications, MIS, and administrative officers.

Leitch noted that "the conference promised and delivered an outstanding program. Over 71% felt that it was better than or greatly superior to other communications conferences, and 31% rated it as excellent." He added that perhaps one of the best comments was from a senior communications executive who said that "it was worth my time -- I'll be there next year."

Users liked the exhibits because they represented leading edge vendors of communications equipment and carrier services. At least 98% attended both conference and exhibits, and 58% rated the exhibition as equal to or better than comparable shows.

Plans for the 1980 program are well along with the objective of maintaining national prominence as the leading place for "communications elite." Richard E. Wiley, former Chairman of the Federal Communications Commission and a partner in the Washington law firm of Kirkland & Ellis, will again serve as General Chairman.

Roseann Tully, Promotion Director for The Conference Company, described the 1979 successful strategy as "presenting the payout of targeted direct and electronic mail." She mentioned that the attendees surveyed indicated that 78% decided to come to the conference because of information received in the mail, and the LINKUP tabloid newspaper on Communication Networks 79 was very widely read. Its late closing date, Tully noted, allowed final program details to be put before the user audience early enough so that they could make a decision on attending. Many competing conferences don't provide full program agendas until registration.

She also mentioned the publications support already arranged for 1980, particularly Data Communications Magazine and Infosystems, as well as Computerworld and Computer Business News. Other publications include administrative type magazines to cover the electronic mail and message systems program.

Bill Leitch closed the exhibitor briefing with the quote "to net it out at CN 80" as the nation's leading telecommunications program. Top rated program, superior hotel and conference facilities, and a proven management team will deliver a superior audience to the communications industry!

TIRED OF LIVING.....

..... where you are now? Rejoice, there is a place for you. Two males seeking a third roommate for 3-bedroom townhouse at Windsor Village in Waltham. Rent is only $158.00 and it's very easy to get to IDC and CW(both Newton & Framingham) from there. For further sales pitch call Mark at 965-5800 x176 or 181.

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One year old--used once.
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IDG Publishing, Ltd.
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MONDAY MORNING REPORT VOL.8, No. 4 June 5, 1978

Lee Vidmer new Computerworld Vice President

Walter Boyd has announced the appointment of Lee Vidmer to Vice President-Production of Computerworld. Lee has been with CW for three years now as Production Manager, having come to us from American Can's Printing Division in Chicago (where she also worked on CW). She is a journalism graduate from the University of Ohio....Among her first duties as VP will be the production of the biggest issues of Computerworld yet printed. There will be more than 528 pages in the three NCC issues this year, including a record 132 pages in the wrap-up issue (up 50 pages from last year). If that doesn't sound like much then think about this: the newsprint paper to produce our NCC show issue weighed 85 tons, and was delivered to the printing plant in five very full trucks.

Circulation up to 92,000! Margaret Phelan reports that CW's circulation is now over 92,000 and still going up. That is, of course, another record, and a very respectable increase from our audited 87,329 at the end of December.

Softball dispute flares up....Contrary to what you may have read in this section last week, there was, we are informed by a "miffed" IDC coach, no CW-IDC softball game! Our source claims we misunderstood him completely - a claim we're hard put to deny. We are told that there will be a game, however, on June 5th if you'd care to see the action??

Personal notes -- Gail Cohen moves from circulation to editorial, where she'll be a proofreader. As a former English teacher, she may have a few uneasy moments, but we wish her luck. Kathy Steinberg leaves for old Cape Cod and a sales position at WCIB, and Frank Vaughan is off to Phoenix with Honeywell. Good luck to both of you!

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Laser Focus continued its coverage of major meetings last week, with a contingent travelling to Atlanta for the biennial International Quantum Electronics Conference. European correspondent John Ryan presented a paper on picosecond pulses with dye lasers. Advertising Manager Jane Briggs also spent two days at the concurrent exhibition where about 40 major manufacturers in the laser industry were showing their wares, including a number of new products.

IDC Invades Fenway

Wednesday, May 31, was the date of the annual IDC trek to Fenway Park. Prior to the game there was the usual barbecue in the IDC parking lot, with Mary Trayte once again burning the hamburgers and hot dogs. The beer flowed -- at the cookout, on the bus, at the game, and back at the parking lot. Never have so few consumed so many. Hats off to Ted Sullivan and Chris Whichard for picking the only game in the home stand in which the Sox never even mounted any kind of hitting attack --they were blown away 6-2.

IDC's new user-oriented service, the ISPS (Information Systems Planning Service) is really on the move. The month of April brought in an avalanche of new clients and everyone in the department is scurrying about these days to handle them all. A report being put together on word processing and the latest office equipment technology is stimulating a great deal of interest. Keep up the good work Dave Morin, Ken Sherman, and Dave Dillman.

Nancy Scull returned home in the latter part of May after a very successful, if somewhat exhausting, business trip to Japan. With meetings morning and night, presentations to current clients and making sales calls, Nancy was kept quite busy. Both Nancy and IDC traveling companion, John Rehfeld, were impressed with Overseas Data Service's organization of the whole trip, as well as the graciousness of their host, Mr. Yamaguchi. Nancy learned to appreciate raw fish and other delicacies at dinner with Mr. Yamaguchi and IDC's man in Japan, Yuji Ogino. Add to this sightseeing in Nikko, Nara, and former capital, Kyoto, and you can see it was a busy trip indeed.

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IDG Financial and Administrative

An announcement by the Irish Development Authority in the press relating to approval of IDG Research, Ltd. has resulted in a flood of phone calls to Bill Murphy's office from real estate developers, insurance agents, and personnel agencies in Dublin.

Candidates for the position of General Manager are now being selected.

Sad news. Palma Torrisi will be taking leave of us in early July to relocate to the wilds of New York City. Palma's husband has accepted a position with a New York law firm.

Please send items for inclusion to: Editor, MMR, 60 Austin Street, Newtonville, MA 02160.